

California Environmental Education Interagency Network (CEEIN)
Meeting Minutes
Friday, July 19, 2002

Attendees:

Vanessa Byrd – Dept of Toxic Substances Control
Sylvia Gude – Dept of Fish and Game
Renee Hoyos – Resources Agency
Annie Kohut Frankel - California Coastal Commission
Kris McNamara – The Walt Disney Company
Laurie Monserrat – Office of Environmental Health Hazard Assessment
David Moore – Dept of Fish and Game
Don Peri – Integrated Waste Management Board
Gloria Sandoval – Dept of Boating and Waterways
Holly Sheradin – State Water Resources Control Board
Kathleen Strickley – Dept of Conservation
Carolyn Tucker – Dept of Water Resources
Bobbie Winn – Dept of Fish and Game
Edward Wong – Air Resources Board

Introductions: What's New in Your World?

Gloria Sandoval, Department of Boating and Waterways - DBW created a partnership with KCRA—Channel 3. They will be creating a TV PSA for their use during the promotion of the “Bridge to Bridge” event-taking place August 3-4, 2002 in Old Sacramento.

The Department of Boating and Waterways has created a PDF copy of its' Boating Safety Course and test for the public to download and use (it is non-interactive).

Annie Kohut Frankel, California Coastal Commission - Coastal Cleanup Day is September 21st this year. The event has expanded to cover 37 counties. The Cleanup Day webpages (accessible from www.coastforyou.org) have recently been redesigned for easier use.

The Coastal Commission is serving as the California coordinator of Coastweeks, a national celebration of our coastal resources that will take place from September 21st to October 12th. Commission personnel are creating a schedule of events around the state that encourage the public to appreciate, protect and enjoy our coast and inland waters. If you know an event that should be listed, contact Annie by July 31st. The Coastweeks calendar will be up on www.coastforyou.org in early August and will be promoted throughout the state.

Carolyn Tucker, Department of Water Resources - Responsibility of DWR

publications distribution is back with Office of Water Education. The Romero teacher guide is complete. Printing of the Natural and Human Compendium is delayed due to lack of a signed budget that would permit purchase of paper. They may be able to do an emergency run of 1000 copies.

David Moore, Dept of Fish and Game – Dept personnel are working with non-profit organizations throughout the state to develop a consistent Classroom Aquaria Education Program (CAEP) to raise trout or salmon in the classroom.

DFG staff is starting to develop an exhibit booth for the California State Fair that will focus on the effects of urban encroachment on fish and wildlife populations.

Kris McNamara, The Disney Company - 12 WOW (Wonderful Outdoor World)

campers had the opportunity of a lifetime when they met President George W. Bush and First Lady Laura Bush on the White House lawn as the President announced his new fitness initiative at - *Fitness Expo*. WOW's display carried the message "Unlocking America's Natural Health and Fitness Centers for City Kids" and drew the attention of the President and the First Lady.

WOW and ESPN's Great Outdoors Games - ESPN invited 20 lucky youths from the WOW-Washington D.C. program to take part in the ESPN Great Outdoor Games in Lake Placid, NY on July 11-14, 2002. The ESPN Great Outdoor Games is an annual multi-sport outdoor extravaganza that features world-class athletes from more than 29 states and four countries who compete for medals and prize money in four sport categories: Sporting Dogs, Fishing, Target Sports and Timber Events. In addition to watching the events, these WOW "ambassadors" manned an on-site WOW booth, demonstrated their environmental knowledge through an "Urban Leave No Trace" game, visited Lake Placid's "Gold Medal Adventure," camped at the Adirondack Loj, and presented medals at an award ceremony.

Holly Sheradin, State Water Resources Control Board – Staff is moving forward with the State Board mascot, Professor Ribbit, to use at outreach events. The "professor" is a tall, lean frog with a lab coat. The SWRCB has available a series of Children's book marks.

The State Board is the California representative and promoter for the nationwide Year of Clean Water campaign. There will be a banner in the CalEPA building lobby with a booth for event information. The event calendar is also on the State Board's website (www.swrcb.ca.gov). Water Board personnel are working with Dept of Water Resources on a watershed video.

The Citizen's Clean Water Team is developing a Clean Water Compendium - a "how to" on water quality monitoring and a water quality game for multiple age groups. Cute door hangers for children's bedroom doors with tips on watershed protection are now available. The CWT is promoting the National Water Monitoring Day (Oct 18, 2002) among all known Citizen Monitoring groups including some schools.

Laurie Monserrat, Office of Environmental Health Hazard Assessment – Laurie reminded everyone that she does not send general messages to all CEEIN members. To do this, please use the mail link on the CEEIN website.

CalEPA is starting an education portal and Mr. Hickox has said he wants to host the CEEIN site. This may impact CEEIN in interesting ways.

Laurie will be working with Karen Kawanami to redesign the JCEC website.

Don Peri, Integrated Waste Management Board – The Office of Integrated Environmental Education has introduced an on-line quarterly newsletter – Environment Matters. It is available at www.ciwmb.ca.gov/schools.

Don is replacing Becky Williams as the manager of the Environmentality contract with The Walt Disney Company.

CIWMB's "Earth Resources – A case Study: Oil", is transitioning from the K-12 Alliance back to the Office of Integrated Environmental Education for marketing and teacher training.

Edward Wong, Air Resources Board - Due to State Budget woes, funding for education and outreach programs has been significantly reduced. We haven't yet received approval for annual support funds for CREEC and CEEIN.

Kathleen Strickly, Department of Conservation – Kathleen volunteered the Dept of Conservation conference room for the August 6th meeting regarding CEEIN committee structure/SB 373. She will send members an e-mail message with location information.

Dept of Conservation is continuing its outreach efforts in Single A ballparks to reinforce the use of newly implemented beverage container recycling programs & receptacles.

Kathleen attended Heal The Bay in Santa Monica and the annual CRRA (CA Resource Recovery Assn.) conference in Oakland presenting the next phase of the "Recycle. It's good for the bottle. It's good for the can." statewide recycling campaign.

Dept of Conservation is exploring the possibility of developing a video of Recycle Rex's "Close The Loop" game show to be distributed to elementary schools statewide. They are also looking into a reprint of the original Recycle Rex video. Kris McNamara offered to assist with an offer from a video reprint company that is doing Disney educational video reprints at little or no cost.

Sylvia Gude & Bobbie Winn, Department of Fish and Game – Project WILD staff are moving forward with 1) implementing the high school Science & Civics curriculum; 2) planning the American River Salmon Festival Schools Day Event; and 3) adapting selected Aquatic WILD activities for early childhood education.

Rene Hoyos, the Resources Agency – Copies of "Addressing the Need to Protect California's Watersheds: Working with Local partnerships" were distributed. Published in conjunction with the State Water Resources Control Board, this report to the Legislature (as required by AB2117, statutes of 2000) was a collaborative effort of 13 watershed

groups. The booklet presents specific statewide findings on water partnerships, and recommendations for watershed management goals in California.

Renee volunteered to set up an e-mail list serve for CEEIN members at the CERES website.

Vanessa Byrd, Department of Toxic Substances Control – The DTSC has developed an activity/coloring book for students K-5 (Spanish and English versions) on household hazardous waste. The books help kids learn about non-toxic alternatives. Vanessa will provide copies of the coloring books at the next CEEIN meeting. Color crayons with the DTSC toll free phone number and website are also available. DTSC is also working with CSU, Chico to develop a hazardous household waste video game.

Approval of Minutes

The June 2002 minutes were approved with minor changes.

Information Items

The revised CEEIN member list was distributed.

Presentation

David Moore made a presentation using watersheds as a theme to develop an integrated, multi-subject environmental education program.

Discussion Items

Associate Membership Approval - The proposed definition does not include “private organizations” along with state and federal government environmental education organization. This raised the question of how to include The Disney Company in CEEIN membership. Since clarification is needed and many “key members” were not at this meeting, the item will be rescheduled for the next CEEIN meeting.

Environmentality Update – Kris McNamara distributed a summary of items discussed at the Environmentality Challenge Subcommittee meeting. These items included:

- ❖ 2001-02 Environmentality Challenge statistics - 3,010 classes and 91,121 students participated.
- ❖ Discussion took place regarding teacher enrollment
 - Current conference schedule includes CSTA (San Francisco/Oct 24-27) and CRA (Sacramento/Nov 7-9)
 - Need CEEIN labor support at both conferences
 - Alternative marketing elements that are cost/labor efficient and effective
- ❖ Need to create new ways to market the program and increase teacher participation
 - Challenge CEEIN members to come up with marketing alternatives to more effectively communicate JCEC to educators and teachers

- ❖ Reviewed the 2002-03 timeline of important dates and marketing efforts
- ❖ The 2002-03 poster will be available for review at the August 6th meeting
- ❖ Disney is researching acquisition of www.jcec.kids domain name for the JCEC website
- ❖ Changes to the judging process include a simplified ranking system.
 - ?Grand Prize – 1
 - ?State Finalists – 5 (T-shirts, hats, certificates, class plaque, & financial incentive)
 - Class recognition for Regional Winners – only 5 State Finalists
 - CEEIN members will make presentations at top 5-6 classes, instead of all regional entrants.
 - ?Semi-Finalists – up to 15 (T-shirts, hats, certificates, class plaque)
 - ?Honorable Mention (Certificates, state/agency goodies)
 - ?Participants (Certificates)
- ❖ Discussion followed regarding the celebration at Disneyland.
 - Limit dignitaries on-stage to Agency Secretary or cabinet level representative
 - CEEIN members would be more involved in the evening program, breakfast and participate in the Question & Answer session the following morning
 - The luncheon would be reserved for the dignitaries and steering committee CEEIN members

CEEIN members were asked to review the changes outlined in the hand-out, discuss ideas at the August 6th meeting, recommendations should be collected by the Steering Committee and they forward them to Karen Kawanami. She thanked CEEIN for their on-going commitment to JCEC and the importance of the partnership.

Next Meeting

A special CEEIN meeting is scheduled for August 6th at the Department of Conservation office, 1027 10th Street (10th & K Streets), Sacramento. Discussion will include streamlining the various committee responsibilities of CEEIN, the EE Task Force and the new Unified Education subcommittee under SB 373.

The regular August CEEIN meeting will be on the 16th at Turtle Bay in Redding.